

Social Media Adoption: Personality's Predictive Power

Shilpi Gupta Vijay*¹, Prof. Amit Mookerjee^{2*}

¹*Research Scholar, University School of Management and Entrepreneurship, Delhi Technological University, Delhi, India
Email ID: guptashilpi1428@gmail.com
ORCID ID: 0009-0006-9973-5024

²Professor, University School of Management and Entrepreneurship, Delhi Technological University, Delhi
Email ID: amookerjee@dtu.ac.in

*Corresponding Author

Shilpi Gupta Vijay

¹Research Scholar, University School of Management and Entrepreneurship, Delhi Technological University, Delhi, India
Email ID: guptashilpi1428@gmail.com
ORCID ID: 0009-0006-9973-5024

Cite this paper as: Shilpi Gupta Vijay, Prof. Amit Mookerjee, (2025) Social Media Adoption: Personality's Predictive Power. *Advances in Consumer Research*, 2 (4), 827-842

KEYWORDS <i>personality traits, entrepreneurial traits, social media adoption, bibliometric analysis, thematic study, review</i>	ABSTRACT The ongoing digital revolution has fostered a technology-based environment wherein social media has evolved as a primary means of communication and information sharing, impacting the prospects of businesses of all sizes and sectors, along with consumption, choices and buying of consumers worldwide. However, evidence shows that multiple factors affect the intention to adopt social media (SM). This study focuses on the adoption of social media by entrepreneurs and emerging businesses in terms of the effect of two aspects of the promoters: personality traits and entrepreneurial traits, and their influence on the perception of social media innovation characteristics. Literature encompassing both these aspects is scant, leaving a gap in the understanding of how they affect users/adopters of SM differently. This study aims to explore the gap by using the thematic structure for the personality traits and entrepreneurial traits with an examination of studies. We use the Scopus database to access relevant recent studies ranging from 2011 to 2023 and use bibliometric analysis and co-occurrence analysis for assessment. Our analysis reveals that there are 9 clusters of personality traits i.e. trust and transparency, big 5 traits, knowledge creation, consumer behavior, insights, intention impulsive nature, Cultural intelligence and Innovation, and social media usage. Further, with co-occurrence analysis, the research directions in this field are determined. The findings of this study focus on indicating the role played by these clusters in differing perceptions of adopters of SM..
--	---

1. INTRODUCTION

The internet has been responsible for cultivating an environment in which consumers want to have prompt access to information and direct interactions with brands(Lampropoulos, Anastasiadis, Siakas, & Siakas, 2022). Amidst this social media has gained recognition as a platform where users can collaborate, interact, communicate, and share information. As social media networking websites continue to gain popularity, the interest of researchers in exploring the areas related to it increases proportionally (Lampropoulos et al., 2022; Zúñiga, Diehl, Huber, & Liu, 2017). Fundamentally there exist differences in people's response to social media and its usage and this study explores personality-oriented or experience-oriented factors as factors influencing it. (Lampropoulos et al., 2022; Nawi, Mamun, Nasir, & Muniady, 2019).



The business ecosystem too has witnessed intense competition in recent years, as ease of doing business rises with increased access to technology. This requires entrepreneurs to gain global exposure while customizing services for consumers in order to stay competitive. Social media is being used by entrepreneurs for crowdfunding, information search, and business networking (Olanrewaju, Hossain, Whiteside, & Mercieca, 2020). Factors like perceived usefulness, perceived ease of use, environmental aspects, employee expertise, top management support, or competition affect the intention to use social media (Lim, 2015). Additional factors like trust and external knowledge source also contribute to a better understanding of digital marketing and promoting its adoption (Buvár & Gati, 2023). Therefore, there seem to be multiple factors affecting the use of social media usage in business, and there is a need to identify various factors leading to its adoption. The adoption by start-ups is of particular concern due to the high degree of impact that has been seen in using SM for scaling businesses and building acceptance in the markets, including for branding, and for the entire process of engaging customers for acquisition, retention and building customer (Sharma and Bharathi 2013). This makes it critical to study the role of various factors affecting the SM adoption in entrepreneurial ventures.

When assessing existing literature, it is found that studies examining the role of demographics in social media adoption is most popular (Aziz, 2016; Mohammadreza, 2012), followed by cultural factors, techno-social factors, personality and psychological factors (Ramawela and Chukwuere 2020; Hartanto and Soelaiman, 2021; J. U. Islam, Rahman, & Hollebeek 2017; Trawnih et al., 2021). Among these personality is of particular interest as the often repeated, typical behaviors of users stem primarily from their motivations and goals, and by definition form a stable pattern that is associated with their “self image”, identity, and personality (Lampropoulos et al., 2022; Philip & K.A., 2016). Personality is seen as primary influencer of behaviour particularly in social circumstances as well as in communications with the larger world. Typical behaviour patterns, which are a part of the study of personality, also include adoption of innovations, (Sriyabhand and John, 2014) and depend significantly on personality.

On examination of the personality factors related to adoption of SM, the big 5 personality traits remains underscored as most widely used personality framework in this area of research. Many of the Big Five factors like openness, are also repeatedly seen as individually having a significant effect on adoption of social media like J. U. Islam et al. (2017) identified the role of personality traits on the customer engagement derived from social media adoption. On the other hand, the behaviour of entrepreneurs is more widely studied and explained by entrepreneurial traits theory which is in scarce use in research in social media adoption by entrepreneurs. (Nawi et al. 2019, Trawnih et al. 2021)

However, literature shows very few studies which synthesize the big 5 personality traits alongside entrepreneurial traits are negligible. To bridge this gap, the research paper will explore the influence of these traits on social media adoption.

Big 5 personality traits and social media adoption

Personality traits are simply the pattern of behaving, feeling, or thinking over time and across different situations. They are commonly examined using the Big 5 model which are Neuroticism, Agreeableness, Conscientiousness, Extraversion, and Openness to experience. While the ‘Neuroticism’ trait defines a person’s ability to handle negative emotion; agreeableness is about the forgiving, trusting or flexible nature of a person; conscientiousness prescribes to how self-disciplined, organized, or reliable a person is; extraversion states the optimistic, cheerful, talkative, and outgoing nature of a person; and openness to experience identifies the individual’s open-mindedness to have new experiences (Philip & K.A., 2016).

Different studies have varied perspectives on the linkage. Shahreki et al. (2022) defined that Neuroticism, Extraversion, and Openness have a significant impact on social media usage, and Sriyabhand & John (2014) finds that extraversion, openness, and agreeableness have a positive influence on the perceived usefulness of social media while neuroticism and conscientiousness have a negative impact on perceived usefulness of social media. Xu et al. (2016) concluded that extraversion promote family app adoption, neuroticism impact photography and personalization app, agreeable influence personalization app, and conscientiousness impact music & video, photography and personalization app; and Bowden-Green (2021) reveals that extraverted individuals are more likely to use social media platforms. Thus, the personality traits of an individual are an important source of understanding social media adoption by an individual.

The existing literature identified that personality traits have a major role in influencing the choices of a person. Though different studies identified the positive or negative role of personality traits on social media usage but the scope of these studies has been limited and even very less studies majorly focused on all the personality traits. Thus, recognizing the Big 5 as the main personality framework, this study-based assessment is essential.

Entrepreneurial traits and social media adoption

The realm of social media also finds different entrepreneurial traits to affect the rate of adoption. Businesses drive economic growth, employment, social cohesion, and innovativeness of an economy (Dahnil, Marzuki, Langgat, & Fabeil, 2014; Nawi, Mamun, Nasir, & Muniady, 2019). Evolution of business structures has led to the emergence of online business, e-commerce, and e-businesses which are largely dependent on the internet. The online system dominates operational processes of many business types, from the initial process of product or service promotion to the delivery of the final product (Nawi et al., 2019). They have made product delivery cheaper and services more transparent. These new technologies have also provided a new means of communication with social media being the favorite means of communication (Nawi et al., 2019).



Nawi et al. (2019) identified perceived risk, enjoyment, trust, and performance expectancy have a positive influence on social media adoption wherein social influence has a mediating impact between the facilitating conditions and social media adoption. (Dahnil et al., 2014) state that end users, organizational characteristics, technology, management and business environment result in affecting social media marketing. Trawnih et al. (2021) identified that perceived ease of use, perceived use, and environmental context (environmental sustainability, competitive pressure, and government support) have a positive influence on social media adoption. Ahamat et al. (2017) revealed that perceived trust, ease of use, and usefulness have a major impact on social media adoption and T. N. Luu et al. (2019) stated that perceived usefulness, ease of use and environmental context affect social media adoption.

Thus, entrepreneurial traits are an important influencer of social media adoption. As business structure and preferences affect the choices, therefore there is a need to explore its impact. Though existing studies explored the entrepreneurial traits role but existing studies either have not considered the wider scope of traits or failed to measure the impact on social media adoption effectively. Hence, the examination is required to understand the trend and the common entrepreneurial traits affecting social media adoption.

2. METHODOLOGY

The study aims to determine the personality and entrepreneurial traits that impact social media adoption, so herein, the bibliometric methodology is adopted for the examination of the bibliometric data. Using the method suggested by Donthu et al. (2021) i.e., defining the scope and aim of the review, choosing the analysis technique, collecting analysis data, and conducting analysis and reporting findings; the study will use the bibliometric structure for examining the publication trends, authors, journals, institutions, countries, articles or references for the studies exploring the personality traits impact on social media adoption and entrepreneurial traits impact on social media adoption.

Data collection

The bibliometric data for this study is collected for the period 2011 – 2023 from the Scopus database. The data derived for the study are as per the selection criteria of the study which is discussed in the below table.

Search engine	Scopus
Search term – personality traits	"personality traits" OR "Big 5 personality traits" OR "Big five personality traits" OR "agreeableness" OR "extraversion" OR "narcissism" OR "openness" OR "Conscientiousness" AND "intention to use social media" OR "social media usage" OR "social media adoption"
Search term – entrepreneurial traits	"entrepreneur* traits" OR "innovativeness" OR "innovation" OR "self efficacy" OR "risk taking" OR "ability to take risk" OR "ambiguity" OR "creativity" AND "intention to use social media" OR "social media usage" OR "social media adoption"
Subject area	"Business and Management", "Social science", and "Business, management, and accounting", "
Document type	"Articles" and "Reviews"

Table 1: Selection criteria

Based on the stated selection criteria, the articles list is derived. However, the selection of the optimal articles is based on the mentioned inclusion criteria i.e.

- The period of publication should be between 2011 to 2023
- The paper should be published in the English language
- The paper should have proper information available about author, keywords, journal, title, references, citations and publications
- The documents should be published in A*, A or B-rated journals only
- The titles or the abstract should have some keywords present which are relevant to the study

Following the article inclusion criteria, the final list of bibliometric data is selected wherein 2548 articles are included for entrepreneurial traits and 515 for personality traits.

Choosing analysis technique

The bibliometric analysis method is used to examine the structure of the papers dealing with personality traits and entrepreneurial traits. Herein, the bibliometric and thematic analysis method is used to examine the data as the analysis methods help in the identification of progressive topics, publication trends, and thematic evolution visualization. This will



provide past research trends and also provide the scope for determining future research directions. There are different types of bibliometric analysis like co-occurrence, citation, co-citation, co-author, and bibliographic coupling (Dede & Ozdemir, 2022; Donthu et al., 2021). Only two analysis types are considered i.e. co-occurrence and bibliographic couplings as these methods help in defining the most used keywords and also explore the thematic exploration of the concept. The analysis methods are applied using VOSviewer as the tool of analysis and using thematic maps and Excel the derived results are reported and thematically evaluated.

Findings

Role of personality traits

Publication activity

The publications of all the papers studying personality traits and social media adoption reveal that the papers most selected were from 2013 to 2021 (table 1 in appendix). Visual presentation of the publications is shown in the below figure. The analysis reveals that in the years 2011, 2012, 2022, and 2023, there were no studies published related to personality traits and social media adoption which was selected in the analysis. Most of the papers are from 2019 i.e. 12 publications. Following it are 11 publications in 2020, 9 publications in 2016, 9 in 2017, and 9 in 2021. There are about 8 publications in 2018, 5 in 2015, 3 in 2013 and 1 in 2014.

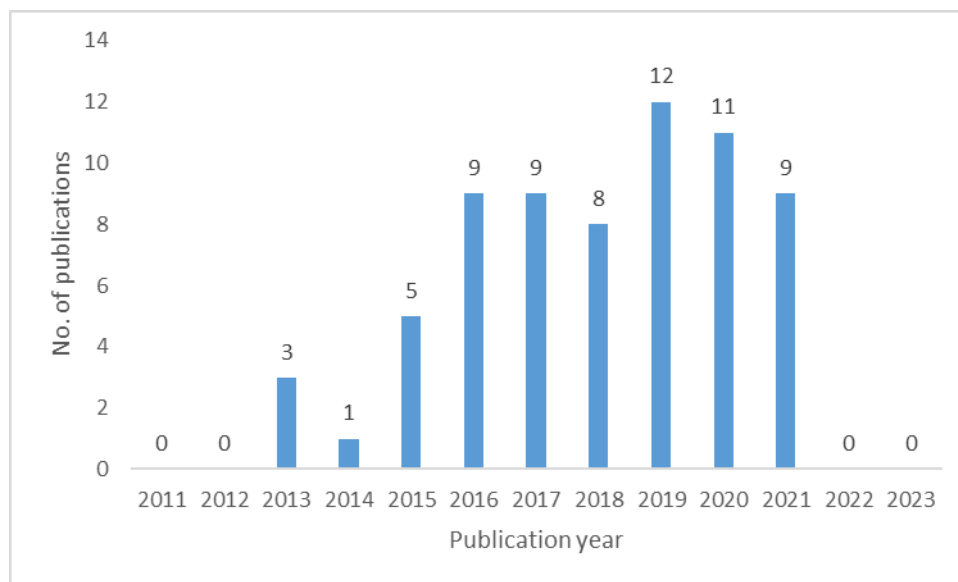


Figure 1: Number of publications

The analysis showed that the most number of studies had been from 2016 to 2021 which is 8 or more than 8.

Top authors, institutions and countries of publication

The analysis of the publications for personality traits is shown in the appendix for authors, organizations, and countries (table 2 in appendix). The citation's weight was used as the measure of knowing the top authors, institutions and countries. In total, 68 authors are most cited and have some significant contributions in the field of personality traits and social media. Concerning the organizations, there are a total of 26 organizations which have published papers related to personality traits.

Top journals

The journals (table 3 in appendix) which have a major focus on publishing articles which deal with personality traits and social media adoption are the Journal of Business Research (1199), International Journal of Information Management (837), the Journal of retailing and consumer services (798), Technological Forecasting and Social Change (767), Journal of Service management (748), Public Relations Review (379), Industrial Marketing Management (373), Public Administration Review (313), Asia Pacific Journal of Marketing and Logistics (221), Industrial Management and Data Systems (211), and Psychology and Marketing journal (203). Among them the least citations are for Contemporary Educational Technology, International Journal of Business Innovation and Research, International Journal of E-business Research, Telecommunications Policy, Academia RevistaLatinoamericana de Administración, Cornell Hospitality Quarterly, Journal of Management Information and Decision Sciences, and Personnel Review with 11 citations.



Top articles

The study includes 68 articles which are among the top articles which are used for explaining the personality traits associated with social media adoption (table 4 in appendix). Herein, the most cited article with 748 citations is by Bolton et al. (2013). Herein, the authors focus on understanding Generation Y's social media use by examining the role of individual and environmental factors. The analysis reveals that socioeconomic status, personal values/preferences, age/lifecycle stage, emotions, goals, and norms/identity are the individual factors which influence social media use.

Top references

The exploration of the references (table 5 in appendix) represented that there are mainly 2 articles i.e. Fornell & Larcker (1981) and Kaplan & Haenlein (2010) which are most popular among authors with citation weight of more than 50. Fornell & Larcker (1981) study revealed the significance of structural equation modelling (SEM) by stating there are problems present with the method of chi-square due to sample power or size, but as the SEM contributes to overcoming the issues using shared variance, the efficiency in impact determination could be derived. Further, Kaplan & Haenlein (2010) discuss social media usage and highlight that the selection of media should be based on five points – choose carefully, pick an application or make your own, ensure activity engagement, media plan integration, and access for all.

Thematic clusters of personality traits and SMA through bibliographic coupling

The basic examination of the linkage between personality traits and SMA identified that the study includes many relevant studies (table 6 in appendix). However, using bibliographic coupling the publications would be cited to represent the knowledge existing in the field. Including the discussion of the most cited papers, the analysis helps in presenting the recent knowledge which states the linkage between personality traits and SMA. For this, using bibliometric reviews on the personality traits and SMA, the bibliographic coupling has been done based on which 9 clusters have been identified. Each cluster represents different characteristics and presents major themes which are related to the association.

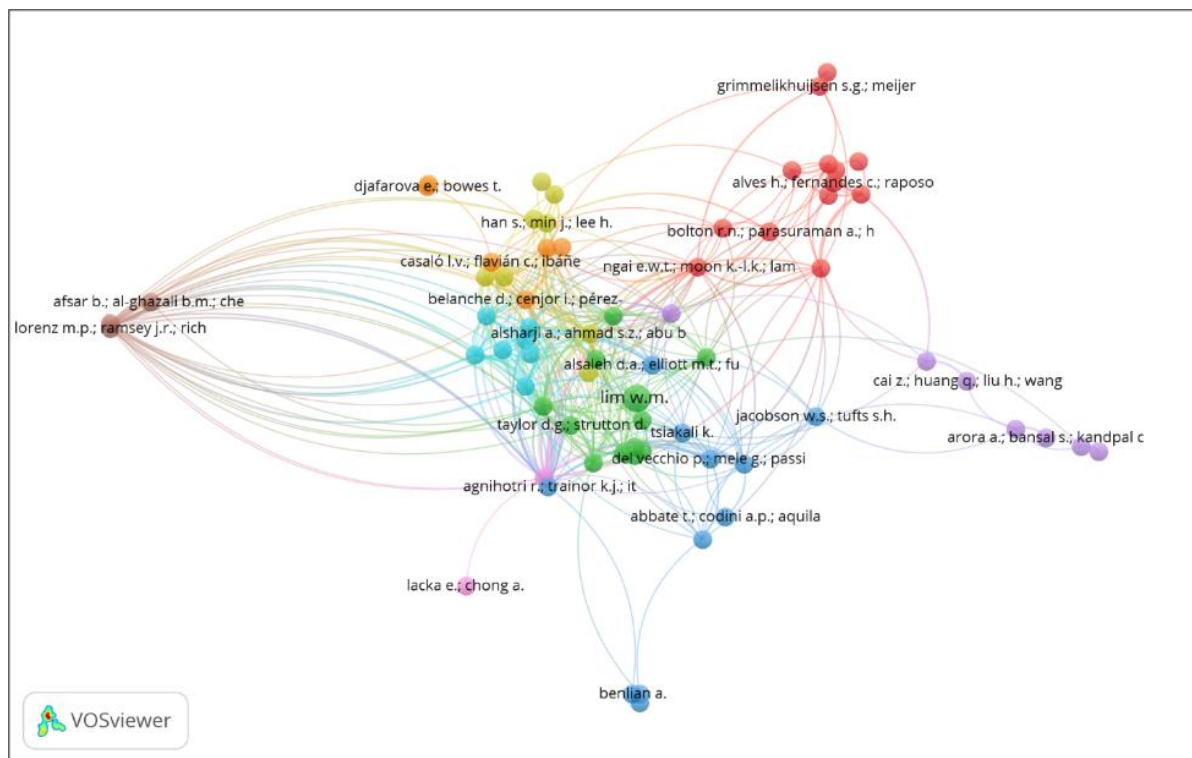


Figure 2: Personality traits bibliographic coupling

Cluster 1 discusses the theme of “Trust and Transparency”. The theme has been cited about 2174 times. The three most cited and relevant articles under this theme are Song & Lee (2016); G. Porumbescu (2017), and G. A. Porumbescu (2015) with 174, 87, and 50 citations. Song & Lee (2016) highlighted that governments are now using social media as a tool for providing communication, information dissemination, and a participation channel so that citizens can access government and even efficient decision-making could be done. This promotion is based on the beliefs about transparency and trust in government. The presence of more transparency results in creating more adoption behaviour among citizens. Thus, the trust of a citizen is affected by social media usage resulting in promoting its adoption.



Cluster 2 talks about “Big 5 traits” with total citations of 1052 for the articles used in it. The most popular articles on the theme are J. U. Islam, Rahman, & Hollebeek (2017), Marbach, Lages, & Nunan (2016), and Buettner (2017). This theme confirms that focus on big 5 personality traits is essential for influencing the preferences and engagement of consumer.

Cluster 3 highlights the “knowledge creation” theme with 689 total citations. The most relevant articles under the theme are Abbate, Codini, & Aquilani (2019) and Papa, Santoro, Tirabeni, & Monge (2018). This theme highlights that though social media may not affect all the knowledge creation aspects but still in some way as social media helps in enhancing the knowledge, thus, innovation is promoted.

The cluster 4 theme is “consumer behavior” with 932 total citations. The selected popular and relevant articles under the theme are Hassan, Dias, & Hamari (2019) and Kirk & S.Rifkin (2020). This theme highlights that to target the consumer behavior there is need of integrating more innovative techniques. These techniques will help in providing better understanding of consumer behavior thus supporting the businesses in building in positive consumer behavior.

The theme of cluster 5 is “Insights” with 1099 total citations. The most efficient articles under the theme are Islam et al. (2020) and Arora et al. (2019). This theme shows that social media could help in fulfilling consumers' need of information and targeting them in better way.

The cluster 6 theme is “Intention” with 552 total citations. The most popular 2 articles under the theme are Foroughi, Iranmanesh, & Hyun (2019) and Gupta & Arora (2020). The review of the theme defines that its not easy to influence the intention of a consumer.

The cluster 7 theme is “Impulsive nature” with 598 total citations. The most popular articles under the theme are Djafarova & Bowes (2020) and Jin & Ryu (2020). This theme reflects that the another aspect which could affect the adoption of social media could be the impulsive nature of the consumer.

The themes of clusters 8 and 9 are “Cultural intelligence and Innovation” and “Social media usage”. These themes have the least number of articles i.e. 2 each and the total citations are 134 and 272 respectively. The most popular articles for cluster 8 are Afsar, Al-Ghazali, Cheema, & Javed (2020) and Lorenz, Ramsey, & Jr (2017) while for cluster 9 are Lacka & Chong (2018) and Itani, Agnihotri, & Dingus (2017). This theme shows that social media adoption is not just good for individuals but it also helos in benefitting B2B businesses by providing them more opportunity of sales, having their promotion, and connecting with more customers.

Thus, the thematic analysis reveals that cluster 2 provides an overall view of personality traits associated with SMA while clusters 1, 3, 5, 6, 7, and 8 represent the aspects which could affect social media. Finally, clusters 4 and 9 are the main outcomes derived i.e. consumer behaviour and social media usage.

Thematic analysis of personality traits and SMA through Co-occurrence analysis

The examination of the personality traits and SMA linkage further adds up to more information about the concepts which are researched mostly in the field. The analysis is based on assessing the most used keywords in the papers related to personality traits. The results of co-occurrence analysis are derived by having at least 5 times the occurrence of a keyword. The graph analysis helps in examining the thematic evaluation of the concept and identifying how the research in the field has changed over time.

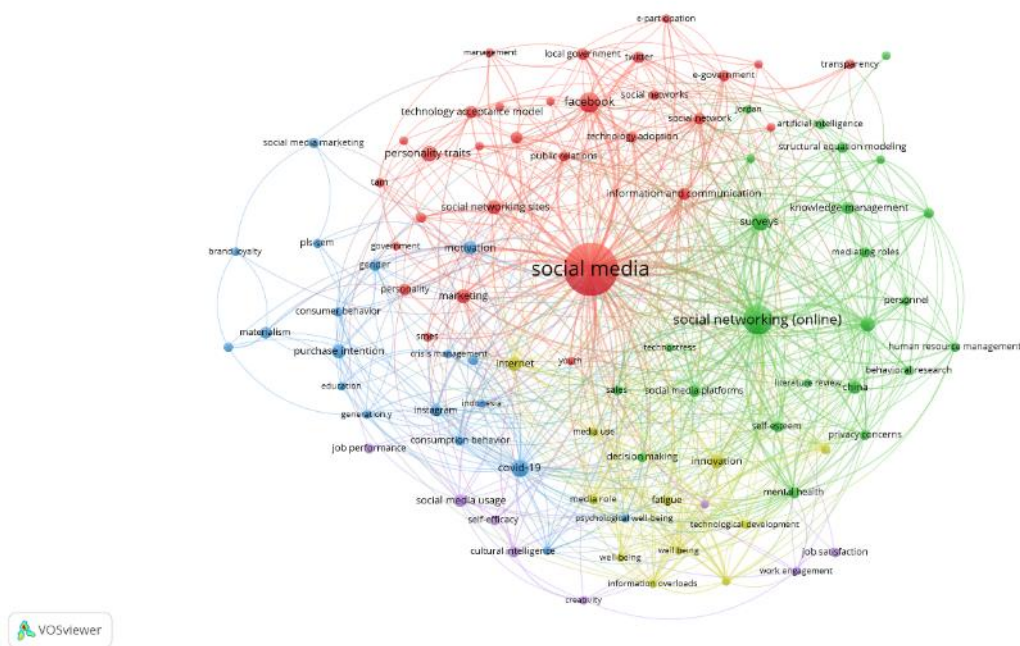


Figure 3: Co-occurrence analysis of Entrepreneurship trait and social media adoption

The co-occurrence analysis reveals that the entire analysis is divided into 5 clusters. Herein, the 1st cluster is denoted by red colour with the inclusion of keywords such as “social media”, “Facebook”, “personality traits”, “marketing”, “social networking sites”, “information and communication technology”, “technology acceptance model”, “Twitter”, “information management”, “local government”, “personality”, “social network”, and “e-government”.

The cluster is focused on the concepts used by different researchers while discussing about the adoption of the social media. The 2nd cluster is represented by green code with the most occurred keywords to be “social networking (online)”, “surveys”, “economic and social effects”, “china”, “knowledge management”, “social media platforms”, “mental health”, “self-esteem”, “structural equation modelling”, “artificial intelligence”, “behavioral research”, “design/methodology/approach”, “mediating roles”, “privacy concerns”, and “decision making”. The cluster is focused on highlighting the methodologies and the concepts used by the researcher while discussing the linkage between personality traits and social media adoption.

The 3rd cluster is denoted by blue colour with keywords such as “covid-19”, “purchase intention”, “motivation”, “Instagram”, “materialism”, “gender”, “social media marketing”, “structural equation modelling”, “conspicuous consumption”, “consumer behavior”, “consumption behavior”, “pls-sem”, “brand loyalty”, “crisis management”, “education”, “generation y”, “generation z”, “Indonesia”, and “psychological well being”. The cluster is focused on the “factors influencing the consumer adoption of social media” by discussing how different studies have identified the factors like purchase intention, motivation, consumer behavior, and social media platforms as important elements.

The 4th cluster is denoted by yellow colour with most used keywords as “innovation”, “internet”, “fatigue”, “information use”, “media role”, “information overloads”, “media use”, “social media fatigue”, “technological development”, and “well-being”. Thus, the focus of the cluster is towards defining the “insights” elements of the social media by sharing how the social media could help in providing more information and scope of innovation.

Lastly, the 5th cluster is represented by purple colour with the most used keywords as “social media usage”, “cultural intelligence”, “job performance”, “job satisfaction”, “self-efficacy”, “creativity”, “open innovation”, and “work engagement”. Finally, the cluster is majorly focused on the final outcome of implementing any strategy by highlighting the priority of business being performance, satisfaction, innovation, and engagement.

Role of entrepreneurship traits in the adoption of social media

Publication activity

The publication of papers studying entrepreneurship traits and social media adoption represents that the papers selected for the analysis range from 2011 to 2023 (table 7 in appendix). The below figure represents that no paper from 2011 or 2022 is considered for this study while the highest number of papers are from 2018 i.e. 16 papers, 14 papers in 2017 and 2019 each, 11 papers were published in 2016, 10 in 2020, 7 in 2013 and 2015 each, 3 papers in 2014, 2 in 2021, and 1 each in 2012 and 2023.

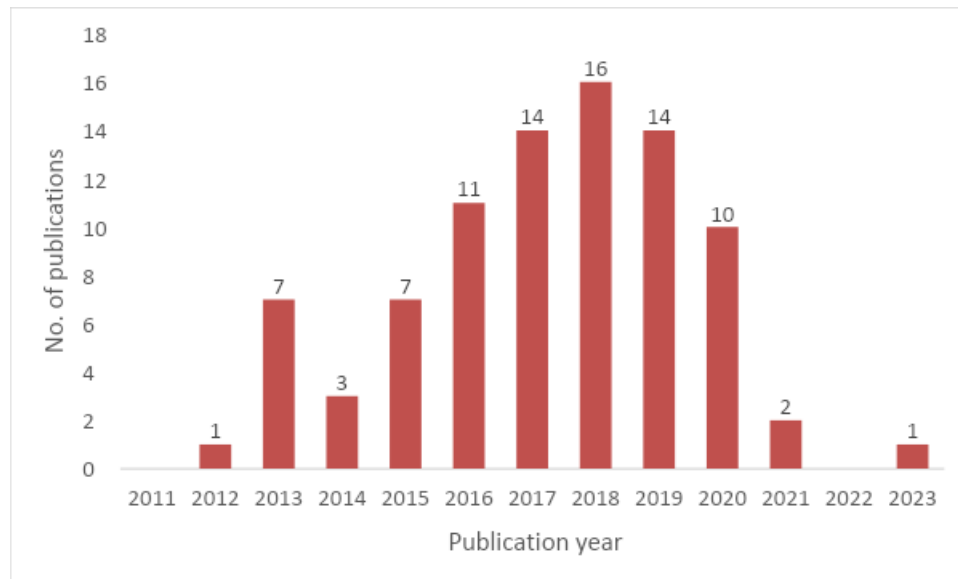


Figure 6.4: Number of publications

Thus, the most number of publications in the field has been witnessed from 2017 to 2016 to 2020 i.e. 10 or more than 10.

Top authors, institutions and countries of publication

Table 8 shown in the appendix discusses the authors, institutions, and countries of publication. Based on the weights of the citations the analysis revealed that Bolton R.N. is the most popular and relevant author in the field with 737 weight of citations, followed by Hays S with 551 citations and Rauniar R with 549 citations. A total of 86 authors have relevant studies in the field with the least citations of 103 each for Awa H O, Buettner R., Ostrom A. L., and Pergelova A.; 102 for Giglio S. and 100 citations for Papa A.

Top journals

The journals (table 9 in appendix) which majorly focused on publishing articles related to entrepreneurship traits and social media adoption are the International Journal of Information Management (3311 citations), Industrial Marketing Management (3852), Journal of Business Research (2803), Technological Forecasting and Social Change (1609), journal of retailing and consumer services (1548), journal of enterprise information management (1439), information and management (1340), and current issues in tourism (1061). These publications had major articles related to entrepreneurship traits.

Top articles

The study (table 10 in appendix) mentioned a list of 86 articles which are among the top articles for understanding entrepreneurship traits. Herein, the top article is by Bolton et al. (2013) which examined the generation Y use of social media. The paper focuses on examining the influence of environmental factors and individual factors (stable and dynamic factors) impact on social media use by individuals, firms and society. The paper has total citations of about 737. Following it is Hays et al. (2012) which explored the 10 destination marketing organizations' social media usage using content analysis. The analysis reveals that social media is a source of providing reach to organizations by giving its access to a global audience and deriving this significance in a limited budget.

Top references

The exploration of the references (table 11 in appendix) represented that the top 4 articles are Kanuri et al. (2018), Ford et al. (2015), Wei et al. (2021), and Davidavičienė & Davidavičius (2022). Kanuri et al. (2018) examined the 366 days of posts on Facebook using U.S. newspapers to test their model. Ford et al. (2015) determined that by using social media or other technologies as the medium, employees could be monitored and tracked. Wei et al. (2021) with an examination of 434 samples revealed that brand trust and perceived quality influence user-generated content and brand loyalty. Lastly, Davidavičienė & Davidavičius (2022) revealed that accessibility, exclusivity, convenience, responsiveness, and user orientation are factors affecting organisational loyalty to the social networking site. Therefore, there is the existence of many aspects which affect social media adoption.

Thematic clusters of ET and SMA through bibliographic coupling

The analysis done before provides information about the association between entrepreneurship traits and social media adoption but bibliographic coupling presents the knowledge existing in the field so herein, the analysis will be done (table 12 in appendix). The entire list of articles is divided into 9 clusters.

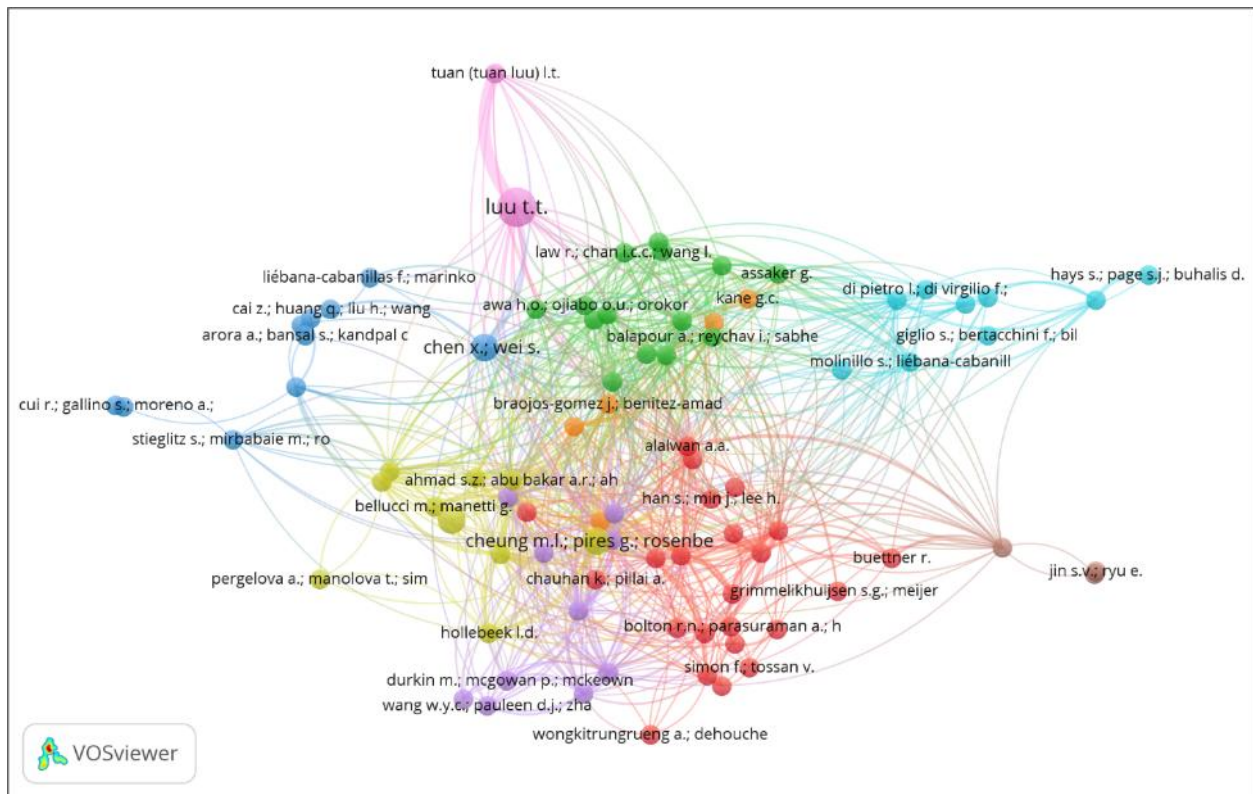


Figure 5: Entrepreneurship traits Bibliographic coupling

Cluster 1 has a theme of “Customer engagement and purchase intention” with 4858 citations and 23 articles present in cluster 1. The popular research published under the theme are Simon & Tossan (2018) and Alalwan (2018). The theme reflects that there is the existence of many factors which affect the purchase intention and customer engagement of the individual like brand community, brand recognition, brand influence, brand intimacy, perceived relevance, performance expectancy, hedonic motivation, or informativeness.

Cluster 2 theme is of “TAM Model” with 2463 citations. The relevant articles under the theme are R Rauniar, Rawski, Yang, & Johnson (2020) and Marakarkandy, Yajnik, & Dasgupta (2023). This theme reflects that the researcher have identified that for discussing in the behavior of the consumer, the TAM model is an effective approach as it helps in including all the relevant factors for assessment of the impact.

The 3rd cluster is about “Behavioral aspects” with 2011 citations. The popular articles on this theme are Liébana-Cabanillas et al. (2018) and A. K. M. N. Islam, Laato, Talukder, & Sutinen (2020a). This theme focuses on identifying the factors which affect the behavior of an individual by highlighting the contribution of perceived usefulness, perceived security, self promotion, entertainment, and self regulation.

4th cluster is regarding “Firm Performance” with 1259 citations. The relevant articles under this theme are Ainin, Parveen, Moghavvemi, Jaafar, & Liyana (2019) and Ahmad, Bakar, & Ahmad (2019). This theme specifically focused on determining the role of entrepreneurship traits on social media adoption by identifying that cost-effectiveness, interactivity, compatibility, management support, and bandwagon pressure are some of the relevant traits.

The 5th cluster is “Business models” with 1451 citations. The popular papers under the theme are Siamagka, Michaelidou, Christodoulides, & Valvi (2015) and Wang, Pauleen, & Zhang (2016). This analysis revealed that information security and control have an important role in influencing performance. Thus, the theme shows that most of the selected entrepreneurs have adopted B2B business model.

The 6th cluster deals with “Application for tourism” with 2122 citations. The popular articles on this theme are Hays, Page, & Buhalis (2013) and Tussyadiah & Pesonen (2016). This analysis revealed that application of social media adoption in business is not limited to any particular field. Tourism sector have witnessed greater benefits from social media adoption in form of raising the travel frequency, length of stay or affecting the preference of an area by the tourists.

The 7th cluster is about “Knowledge management and innovation” with 754 citations. The most popular citations under the theme are Barley, Treem, & Kuhn (2017) and Kane (2017). This theme reflects that the social media adoption helps in promoting innovation and having more success for organization by defining the means of knowledge differentiation and its management.

The 8th and 9th cluster theme is “Big data and social knowledge” and “CSR, job culture and service role” with total citations of 389 and 174 respectively. These clusters have the least articles i.e. 3 in cluster 8 and 2 in cluster 9. The popular articles for the 8th cluster are Kushwaha, Kar, & B (2021) and Shiau, Dwivedi, & Lai (2018) while for the 9th cluster are Tuan (2018) and T. T. Luu (2017). This theme highlights that with the growing usage of social media there is need to focus on providing people with the social knowledge to derive the benefit of these latest technologies. It also defines that entrepreneurs along with adopting new technologies also have to focus on improving its services, fulfilling CSR and building in the job culture.

Thus, the analysis reveals that clusters 1, 2, 3, 4, 5, and 7 have contributed to determining the aspects affecting social media adoption. However, cluster 6, 8, and 9 defines the influence of social media usage.

Thematic analysis of ET and SMA through Co-occurrence analysis

The examination of the association between entrepreneurship and social media adoption is also done through Co-occurrence analysis apart from bibliographic coupling. The bibliographic analysis focused on examining the knowledge extent from the cited publications. But unlike the method, co-occurrence analysis is based on using author keywords for examination i.e. the keywords used by authors for listing their articles. Such keywords are used to understand the thematic evolution of entrepreneurship traits and social media adoption with a minimum occurrence of the term 15 times. The co-occurrence analysis for the entire dataset is shown below

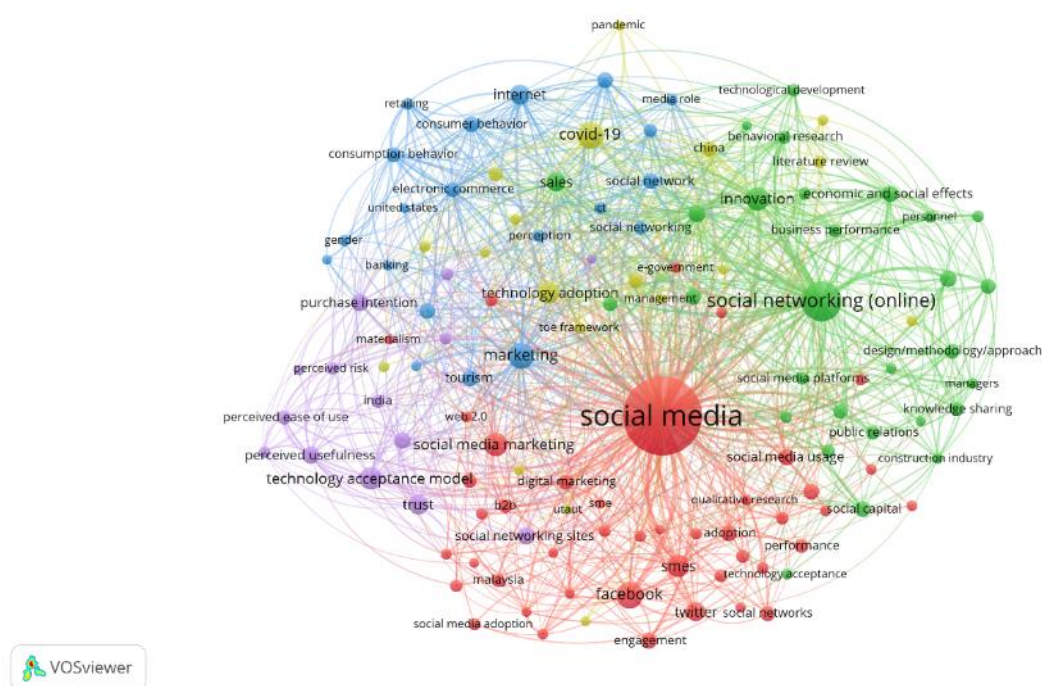


Figure 6.6: Co-occurrence analysis of Entrepreneurship trait and social media adoption

The above figure shows that the keywords are divided into 5 clusters wherein, the 1st cluster was majorly restricted towards the terminologies related to the social media adoption. The focus of 2nd cluster have evolved more by including some of the area wherein focus should be there while discussing the social media adoption. This 3rd cluster is more focused on attracting more customer by social media adoption. The 4th cluster is majorly restricted towards the techniques used by researcher while assessing the social media adoption. Lastly, the 5th cluster is focused on discussing the factors affecting social media adoption.

For a detailed examination, the selected studies are divided as per the average publication year. The first theme consists of the average publication year (APY) from 2016.692 to 2017.778. During this period, the keywords were only 'web 2.0' and 'social networking' which were used for discussing the social media adoption. This time was restricted to the concept introduction. But as the research evolved, from APY 2018.091 to 2019.941 the most used keywords were 'social media', 'social networking (online)', 'Facebook', 'marketing', 'social media marketing', 'innovation', 'technology acceptance model', 'technology adoption', 'internet', 'Twitter', 'sales', 'perceived usefulness', 'social networking sites', 'tourism', 'commerce', or 'tam'. During this time focus has shifted towards more innovative practices and technologies but still less focus was there on demand of consumers. This transformation took place from APY 2020 to 2021.457 wherein the most used keywords were 'covid-19', 'SMEs', 'trust', 'purchase intention', 'economic and social effects', 'knowledge management', 'social media usage', 'social capital', 'design/methodology/approach', 'china', 'human resource management', 'digital marketing', 'Instagram', 'artificial intelligence', 'performance'. During this time the concepts have



evolved and now the focus is not just restricted to technologies but also towards targeting the consumer by building more trust or focus on the purchase intention of consumers.

Thus, the analysis reveals that during the initial years, the research was mainly spread against social media networking only but as the technology evolved over the years and also the needs of businesses, the researchers also witnessed development with a shift in focus towards innovation, sales or usefulness from APY 2018.091 to 2019.941 while more advanced technologies and customer values from APY 2020 to 2021.457 with focus on trust, advanced technology, and knowledge management based themes.

3. DISCUSSION AND CONCLUSION

The mapping of personality traits and entrepreneurial traits through bibliographic coupling and co-occurrence analysis reveals that the areas are well explored for their influence on social media adoption.

The personality traits have major publications posit 2015 wherein the people began to recognize the relevance of personality in influencing the decisions. The bibliographic coupling highlighted that the presence of trust and transparency tend to affect the person's perception of using social media or not, thus, it is one of the major clusters for the study. Apart from this, the Big 5 traits which are normally used to define the personality of an individual have some important contributions. Though the influence or magnitude of impact examination varies study by study like J. U. Islam et al. (2017) mentioned the negative impact of conscientiousness while Marbach et al. (2016) only highlighted the overall personality traits impact. Despite this each aspect of personality is relevant. Apart from the specific denotation of personality, the features of social media impact the person like knowledge creation capacity, insights derived from social media, the intention of the person, impulsive nature of the individual, or the cultural intelligence and innovation characteristics too have role in affecting social media adoption.

Similar to this, for entrepreneurial traits, the major publications have been in 2016 and post it showcasing that the focus on including these factors too has been identified in a later stage only. Bibliographic coupling for the same revealed that consumer engagement and purchase intention are important aspects of targeting social media adoption. Further, the TAM model is the most widely used model to represent the factors so using it (R Rauniar et al., 2020) determines that perceived ease of use, social networking site capability, trustworthiness, or perceived usefulness affect social media. Behavioural aspects are also relevant as behaviour like deficient self-regulation could lead to unverified information sharing and reduce the authenticity of social media (A. K. M. N. Islam et al., 2020a). The firm performance, business models, and knowledge management and innovation characteristics of the business also denote the relevance of adopting social media and thus working on them could affect the social media usage by consumers.

The co-occurrence analysis verified the evolution of the terms and research wherein for personality traits initial focus has just been on social networkings or engagement but with the evolution of technologies as consumer roles increased in the market, the focus has shifted towards aspects like knowledge management, self-esteem, well being, or satisfaction. Similar is for entrepreneurship traits wherein initially research was restricted to social networks but as the role of companies has grown, the inclusion of aspects like trust, purchase intention, performance or human resource management has been a matter of consideration.

Therefore, the analysis reveals that though many developments have been undertaken in the fields but still as the analysis methods and the evolution of the features relevant to the digitalized world are less explored, thus, the focus could be on that in future studies.

Suggestions for future research

The existing studies evaluated the relevance of many key terms but still, there are certain areas which are less explored like each of the personality traits role or the additional dynamic demands of consumers in the form of customization or regular updates which tend to affect the social media adoption and its usage. So, future studies could include it. Even the studies related to entrepreneurship could also expand on aspects like risk tolerance, psychological factors, and legal factors. Major development could be by updating the analysis methods to more dynamic methods like machine learning-based methods to have the prediction of the factors that impact social media adoption so that strategies could be designed by organizations for the promotion of social media usage among their consumers. Also, the personality factors and entrepreneurial traits aspect could be examined concerning risk management of the company. Social media marketing using influencers or other celebrities is an expensive procedure for a company. The lack of knowledge of the factors affecting social media adoption could lead to raising the chances of loss, so to tackle them future research could also explore the risk management aspect of these factors. Apart from this, as the cluster dealing with CSR, job culture and service role for entrepreneurial traits and Social media usage for personality traits is less explored, therefore future studies could work on examining these areas too.

Implications

Practical implications

The study identified that personality traits are an important source of influencing consumers' intentions. A scale is developed to have measurement of personality factors that impact on intention to use social media. This will enable organizations to have an implementation of the scale for deriving a better understanding of consumer perception. Even companies would be



able to design their marketing strategies accordingly so that not just more consumer market base could be derived but also more exposure to business could be received. Apart from benefitting companies, the findings also help the government to understand that there is the existence of hesitance among individuals or a lack of willingness to try which results in preventing social media adoption. Thus, the government could have an implementation of information regulation or campaigns to promote social media by reducing the feeling of anxiety among consumers. This will result in raising the adoption rate and also create a way for the government to further use social media for their initiatives and promotion. Also, the study helps add more information to the field of business management by exploring the role of personality in influencing consumers' social media adoption. Though it's believed that social media is mostly used by everyone but still as many people are still not well versed with the technology, Therefore, the study would help in having more awareness and also open the scope of future research for primary statistical analysis to understand personality traits and entrepreneurship traits on social media adoption.

Policy Implications

The contribution of personality in influencing consumer social media adoption motivates organizations to build a marketing strategy to target the personality of individuals. In current times, social media helps in getting more exposure and even aware more people of the brand. The brand could initiate personalized campaigns and have the inclusion of sustainability aspects in their promotion. Initiatives, like Reduce Paper, Go Digital or chances to interact with popular celeb could be taken by the company to promote social media usage

REFERENCES

- [1] Abbate, T., Codini, A. P., & Aquilani, B. (2019). Knowledge co-creation in Open Innovation Digital Platforms : processes , tools and services. *Journal of Business & Industrial Marketing*, 34(7), 1434–1447. <https://doi.org/10.1108/JBIM-09-2018-0276>
- [2] Afsar, B., Al-Ghazali, B. M., Cheema, S., & Javed, F. (2020). Cultural intelligence and innovative work behavior: the role of work engagement and interpersonal trust. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-01-2020-0008>
- [3] Ahamat, A., Sham, M., Ali, S., & Hamid, N. (2017). Factors influencing the adoption of social media in small and medium enterprises (SMEs). *IJASOS- International E-Journal of Advances in Social Sciences*, III(8), 338–348. <https://doi.org/10.18769/ijasos.336544>
- [4] Ahmad, S. Z., Bakar, A. R. A., & Ahmad, N. (2019). Social media adoption and its impact on firm performance : the case of the UAE. *International Journal of Entrepreneurial Behavior & Research*, 25(1), 84–111. <https://doi.org/10.1108/IJEBr-08-2017-0299/full/html>
- [5] Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N. I., & Liyana, N. (2019). Factors influencing the use of social media by SMEs and its performance outcomes. 1–2. <https://doi.org/10.1108/IMDS-07-2014-0205/full/html>
- [6] Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(4), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- [7] Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- [8] Aziz, N. (2016). The impact of demographic characteristics on the relationship between trust, individuals' attitudes towards social media and intention to use social media in an emerging economy. *Emuni*, 9, 1. https://emuni.si/wp-content/uploads/2019/11/2016-9-1_3-30.pdf
- [9] Barley, W. C., Treem, J. W., & Kuhn, T. (2017). Valuing Multiple Trajectories of Knowledge : A Critical Review and Agenda for Knowledge Management Research. *Academy of Management Annals*, 12(1), 1–2. <https://doi.org/10.5465/annals.2016.0041>
- [10] Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... Solnet, D. (2013). Understanding Gen Y and their use of social media : A review and research agenda. *Journal of Service Management*, (June). <https://doi.org/10.1108/09564231311326987>
- [11] Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245–267. <https://doi.org/10.1108/09564231311326987>
- [12] Bowden-Green, T. (2021). The interaction between consumers ' personality traits and their engagement with social media content : A marketing perspective. University of Bath.
- [13] Buettner, R. (2017). Predicting user behavior in electronic markets based on personality-mining in large



- online social networks A personality-based product recommender framework. *Electronic Markets*, 27, 247–265. <https://doi.org/10.1007/s12525-016-0228-z>
- [14] Buvár, Á., & Gati, M. (2023). Digital marketing adoption of microenterprises in a technology acceptance approach. *Management & Marketing*, 18(2), 127–144. <https://doi.org/10.2478/mmcks-2023-0008>
- [15] Cheung, M. F. Y., & To, W. M. (2022). What influences people to click ‘like’ on posts of branded content? *Journal of Strategic Marketing*, 31(2), 1–23. <https://doi.org/10.1080/0965254X.2022.2058067>
- [16] Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia - Social and Behavioral Sciences*, 148, 119–126. <https://doi.org/10.1016/j.sbspro.2014.07.025>
- [17] Davidavičienė, V., & Davidavičius, S. (2022). Impact of Activities in Social Networks on Customer Loyalty. *Journal of Logistics, Informatics and Service Science*, 9(2), 183–195. <https://doi.org/10.33168/LISS.2022.0211>
- [18] Dede, E., & Ozdemir, E. (2022). Mapping and performance evaluation of mathematics education research in Turkey : A bibliometric analysis from 2005 to 2021. *Journal of Pedagogical Research*, 6(4), 1–19.
- [19] Djafarova, E., & Bowes, T. (2020). ‘ Instagram made Me buy it ’ : Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, (xxxx). <https://doi.org/10.1016/j.jretconser.2020.102345>
- [20] Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296.
- [21] Ford, J. C., Willey, L., White, B. J., & Domagalski, T. (2015). New concerns in electronic employee monitoring: Have you checked your policies lately? *Journal of Legal, Ethical and Regulatory Issues*, 18(1), 51–71.
- [22] Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- [23] Foroughi, B., Iranmanesh, M., & Hyun, S. S. (2019). Understanding the determinants of mobile banking continuance usage intention usage intention. *Journal of Enterprise Information Management*, (August). <https://doi.org/10.1108/JEIM-10-2018-0237>
- [24] Gupta, K., & Arora, N. (2020). Investigating consumer intention to accept mobile payment systems through unified theory of acceptance model An Indian perspective. *South Asian Journal of Business Studies*, 9(1), 88–114. <https://doi.org/10.1108/SAJBS-03-2019-0037>
- [25] Hartanto, N., & Soelaiman, L. (2021). Factors affecting social media adoption among SMEs in Jakarta. In *Advances in Social Science, Education and Humanities Research* (Vol. 570) [Conference-proceeding]. <https://www.atlantis-press.com/article/125959442.pdf>
- [26] Hassan, L., Dias, A., & Hamari, J. (2019). How motivational feedback increases user’s bene fits and continued use : A study on gamifi cation , quantified-self and social networking. *International Journal of Information Management*, 46, 151–162. <https://doi.org/10.1016/j.ijinfomgt.2018.12.004>
- [27] Hays, S., Page, S. J., & Buhalis, D. (2012). Social Media as a Destination Marketing Tool: Its Use by National Tourism Organizations. *Current Issues In Tourism*, 16(3), 1–29. <https://doi.org/10.1080/13683500.2012.662215>
- [28] Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool : its use by national tourism organisations. *Current Issues in Tourism* ?, 16(3), 211–239.
- [29] Islam, A. K. M. N., Laato, S., Talukder, S., & Sutinen, E. (2020a). Misinformation sharing and social media fatigue during COVID-19 : An affordance and cognitive load perspective. *Technological Forecasting and Social Change*, 159(October).
- [30] Islam, A. K. M. N., Laato, S., Talukder, S., & Sutinen, E. (2020b). Misinformation sharing and social media fatigue during COVID-19: An affordance and cognitive load perspective. *Technological Forecasting & Social Change*, (January).
- [31] Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Personality factors as predictors of online consumer engagement: An empirical investigation. *Marketing Intelligence & Planning*, 35(4), 510–528. <https://doi.org/10.1108/MIP-10-2016-0193>
- [32] Itani, O. S., Agnihotri, R., & Dingus, R. (2017). Social media use in B2B sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler. *Industrial Marketing Management*, 66, 64–79.
- [33] Jin, S. V., & Ryu, E. (2020). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial



- interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102121>
- [34] Kane, G. C. (2017). The evolutionary implications of social media for organizational knowledge management. *Information and Organization*, 27(1), 37–46. <https://doi.org/10.1016/j.infoandorg.2017.01.001>
- [35] Kanuri, V. K., Chen, Y., & Sridhar, S. (Hari). (2018). Scheduling Content on Social Media: Theory, Evidence, and Application. *Journal of Marketing*, 82(6), 1–18. <https://doi.org/10.1177/0022242918805411>
- [36] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- [37] Kirk, C. P., & S.Rifkin, L. (2020). I'll Trade You Diamonds for Toilet Paper: Consumer Reacting, Coping and Adapting Behaviors in the COVID-19 Pandemic. *Journal of Business Research* , (July). <https://doi.org/10.1016/j.jbusres.2020.05.028>
- [38] Kushwaha, A. K., Kar, A. K., & B, Y. K. D. (2021). Applications of big data in emerging management disciplines : A literature review using text mining. *International Journal of InformationManagement Data Insights*, 1(2), 1–49.
- [39] Lacka, E., & Chong, A. (2018). Usability perspective on social media sites ' adoption in the B2B context. *Industrial Marketing Management*, 54, 80–91. <https://doi.org/10.1016/j.indmarman.2016.01.001>
- [40] Lampropoulos, G., Anastasiadis, T., Siakas, K., & Siakas, E. (2022). The Impact of Personality Traits on Social Media Use and Engagement : An Overview. *International Journal on Social and Education Sciences (IJonSES)*, 4(1), 34–51.
- [41] Liébana-cabanillas, F., Marinkovic, V., Luna, I. R. de, & Kalinic, Z. (2018). Predicting the determinants of mobile payment acceptance : A hybrid SEM-neural network approach. *Technological Forecasting and Social Change*, 129(April), 117–130.
- [42] Lim, W. M. (2015). Social media in medical and health care : opportunities and challenges. 34(7), 6–7. <https://doi.org/10.1108/MIP-06-2015-0120/full/html>
- [43] Lorenz, M. P., Ramsey, J. R., & Jr, R. G. R. (2017). Expatriates' international opportunity recognition and innovativeness : The role of metacognitive and cognitive cultural intelligence. *Journal of World Business*, (November). <https://doi.org/10.1016/j.jwb.2017.11.004>
- [44] Luu, T. N., Nguyen, P. M., Dang, T. H., & Dao, P. Q. (2019). Factors affecting the adoption of social media in Business: Evidence from Individual and Household retailers in Vietnam. *International Journal of Entrepreneurship*, 23.
- [45] Luu, T. T. (2017). Collective job crafting and team service recovery performance : a moderated mediation mechanism. *Marketing Intelligence & Planning*, 35(5), 641–656. <https://doi.org/10.1108/MIP-02-2017-0025/full/html>
- [46] Marakarkandy, B., Yajnik, N., & Dasgupta, C. (2023). Enabling internet banking adoption : An empirical examination with an augmented technology acceptance model (TAM). *Journal of Enterprise Information Management*, 30(2), 263–294. <https://doi.org/10.1108/JEIM-10-2015-0094/full/html>
- [47] Marbach, J., Lages, C. R., & Nunan, D. (2016). Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement. *Journal of Marketing Management*, 32.
- [48] Mohammadreza, M. (2012). A study on effects of demographic variables on success of social media. *Management Science Letters*, 2(7), 2557–2564. <https://doi.org/10.5267/j.msl.2012.07.008>
- [49] Nawi, N. C., Mamun, A. Al, Nasir, N. A. M., & Muniady, R. (2019). Factors Affecting the Adoption of Social Media as a Business Platform : A Study among Student Entrepreneurs in Malaysia. *Vision*, 23(1), 1–11. <https://doi.org/10.1177/0972262918821200>
- [50] Ngai, E. W. T., Moon, K. K., Lam, S. S., Chin, E. S. K., & Tao, S. S. C. (2015). Social media models, technologies, and applications. *Industrial Management & Data Systems*, 115(5), 769–802.
- [51] Olanrewaju, A. T., Hossain, M. A., Whiteside, N., & Mercieca, P. (2020). Social media and entrepreneurship research: A literature review Abdus-Samad. *International Journal of Information Management*, 50, 90–110. <https://doi.org/10.1016/j.ijinfomgt.2019.05.011>
- [52] Papa, A., Santoro, G., Tirabeni, L., & Monge, F. (2018). Social media as tool for facilitating knowledge creation and innovation in small and medium enterprises. *Baltic Journal of Management*. <https://doi.org/10.1108/BJM-04-2017-0125>
- [53] Philip, A. V., & K.A., Z. (2016). Big Five Personality Traits and Social Media Presence: Some Research Insights. *ResearchGate*.



- [54] Porumbescu, G. (2017). Linking Transparency to Trust in Government and Voice. *American Review of Public Administration*, 47(5), 520–537. <https://doi.org/10.1177/0275074015607301>
- [55] Porumbescu, G. A. (2015). Comparing the Effects of E-Government and Social Media Use on Trust in Government: Evidence from Seoul, South Korea. *Public Management Review*, 9037(November). <https://doi.org/10.1080/14719037.2015.1100751>
- [56] Ramawela, S., & Chukwuere, J. E. (2020). Cultural influence on the adoption of social media platforms by employees. *Knowledge Management & E-learning: An International Journal*, 12(3), 344–358. <https://doi.org/10.34105/j.kmel.2020.12.018>
- [57] Rauniar, R, Rawski, G., Yang, J., & Johnson, B. (2020). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1), 6–30. <https://doi.org/10.1108/JEIM-04-2012-0011/full/html>
- [58] Rauniar, Rupak, Rawski, G., Jei, Y., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1). <https://doi.org/10.1108/JEIM-04-2012-0011>
- [59] Ribeiro-Soriano, D. (2017). Small business and entrepreneurship: their role in economic and social development. *Entrepreneurship and Regional Development/Entrepreneurship & Regional Development*, 29, 1–3. <https://doi.org/10.1080/08985626.2016.1255438>
- [60] Shahreki, J., Ling, T. S., Ibrahim, N. F., Chin, A. L. L., Jayiddin, N. F., & Ai, Y. J. (2022). The effect of big five personality traits on social network usage among the young generation. *Int. J. Business Excellence*, 26(3), 378–397.
- [61] Sharma, U., & Siwal, A. (2019). Individual's personality Traits predicts their social media use on the Internet. - A Review of the Psychological Literature. *CASIRJ*, 10(1), 17–31.
- [62] Sharma, V., & Bharathi, V. (2013). Social Media for Start-Ups - an effective Marketing tool. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2333262>
- [63] Shiau, W., Dwivedi, Y. K., & Lai, H. (2018). Examining the core knowledge on facebook. *International Journal of Information Management*, 43(December), 52–63.
- [64] Siamagka, N., Michaelidou, N., Christodoulides, G., & Valvi, A. (2015). Determinants of social media adoption by B2B organizations. *Industrial Marketing Management*, 51, 89–99.
- [65] Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*, 85(April), 175–184.
- [66] Song, C., & Lee, J. (2016). Citizens' Use of Social Media in Government, Perceived Transparency, and Trust in Government. *Public Performance & Management Review*, 39(2), 430–453. <https://doi.org/10.1080/15309576.2015.1108798>
- [67] Soto, C. (2018). Big Five personality traits. In *The SAGE encyclopedia of lifespan human development* (pp. 240–241). Thousand Oaks: Sage.
- [68] Sriyabhand, T., & John, S. P. (2014). An Empirical Study about the Role of Personality Traits in Information Technology Adoption. *Journal of Social Sciences, Humanities, and Arts*, 14(2), 67–90.
- [69] Statista. (2023). Number of internet and social media users worldwide as of July 2023.
- [70] Trawnih, A., Yaseen, H., Al-Adwan, A. S., Alsoud, A. R., & Jaber, O. A. (2021). Factors influencing social media adoption among SMEs during COVID-19 crisis. *Journal of Management Information and Decision Sciences*, 24(6), 1–18.
- [71] Tuan, L. T. (2018). Activating tourists' citizenship behavior for the environment: the roles of CSR and frontline employees' citizenship behavior for the environment. *Journal of Sustainable Tourism*, 26.
- [72] Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of Peer-to-Peer Accommodation Use on Travel Patterns. *Journal of Travel Research*. <https://doi.org/10.1177/0047287515608505>
- [73] Wang, W. Y. C., Pauleen, D. J., & Zhang, T. (2016). How social media applications affect B2B communication and improve business performance in SMEs. *Industrial Marketing Management*, 54, 4–14.
- [74] Wasim, J., Youssef, M. H., Christodoulou, I., & Reinhardt, R. (2023). The Path to entrepreneurship: The role of social networks in driving entrepreneurial learning and education. *Journal of Management Education*. <https://doi.org/10.1177/10525629231219235>
- [75] Wei, L. H., Huat, O. C., & Arumugam, P. V. (2021). Social media communication with intensified pandemic fears: evaluating the relative impact of user- and firm-generated content on brand loyalty. *Asia-Pacific Journal of Business Administration*, 15(2), 2020–2021. <https://doi.org/10.1108/APJBA-07-2021->



0319/full/html

- [76] Xu, R., Manuel, R., Fleisch, E., & Ilic, A. (2016). Understanding the Impact of Personality Traits on Mobile App Adoption – Insights from a Large-Scale Field Study. *Computers in Human Behavior*, 62, 244–256. <https://doi.org/10.1016/j.chb.2016.04.011>
- [77] Zúñiga, H. G. de, Diehl, T., Huber, B., & Liu, J. H. (2017). Personality Traits and Social Media Use in 20 Countries: How Personality Relates to Frequency of Social Media Use, Social Media News Use, and Social Media Use for Social Interaction. *Cyberpsychology, Behavior, and Social Networking*, (November). <https://doi.org/10.1089/cyber.2017.0295>.

fffff